

Data Analytics in the Newsroom

– 26th August 2025

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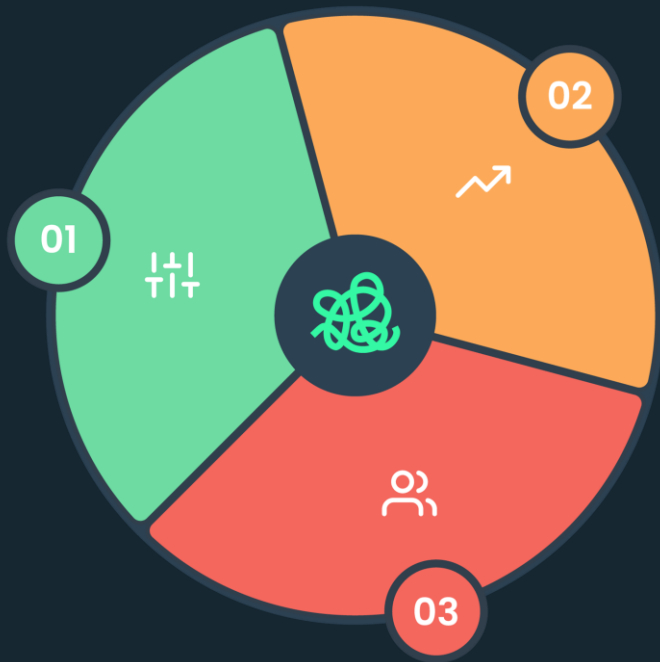


Our Products



Informed Personalization

- A/B Testing
- Variation of content
- Frontpage Personalization
- Article Personalization
- KPI Optimization
- User Flow Control



Analytics

- Real time reporting
- Customized Dashboards
- Built on YOUR data model

Customer Data Platform

- Audience Segmentation
- Target Score Modelling
- Audience Activation

**ALIGN
ADAPT
ACHIEVE**





Amedia (Norway)

Focusing Only on Young Readers

- Removes all traffic from people over 40 years old in Kilkaya dashboards
- Changed the focus in the editorial room
- Huge increase in young subscribers

Article Views per User Need in the Young Audience Segment

Connect me

Educate me

Help me

Update me

Published Articles

156

Average Views per Article

446

Published Articles

192

Average Views per Article

344

Published Articles

46

Average Views per Article

554

Published Articles

1 338

Average Views per Article

486

5d ago Consumed: 48%

1 584

7d ago Consumed: 59%

2 868

7d ago Consumed: 61%

2 319

1d ago Consumed: 60%

8 811

6d ago Consumed: 67%

1 532

2d ago Consumed: 71%

2 784

6d ago Consumed: 52%

2 301

4d ago Consumed: 44%

7 521

3d ago Consumed: 60%

1 464

2d ago Consumed: 51%

2 312

5d ago Consumed: 68%

2 268

6d ago Consumed: 48%

6 772

3d ago Consumed: 53%

1 387

3d ago Consumed: 56%

1 966

1d ago Consumed: 69%

2 190

3d ago Consumed: 47%

6 151

4d ago Consumed: 62%

1 254

7d ago Consumed: 52%

1 886

3d ago Consumed: 69%

1 492

7d ago Consumed: 58%

5 382

4d ago Consumed: 56%

1 233

4d ago Consumed: 59%

1 570

7d ago Consumed: 51%

1 237

2d ago Consumed: 57%

4 374

7d ago Consumed: 51%

1 210

3d ago Consumed: 53%

1 505

3d ago Consumed: 55%

1 225

7d ago Consumed: 61%

4 080

2d ago Consumed: 53%

1 210

6d ago Consumed: 48%

1 471

4d ago Consumed: 64%

1 027

3d ago Consumed: 53%

3 380

1d ago Consumed: 55%

1 178

6d ago Consumed: 59%

1 442

4d ago Consumed: 61%

782

2d ago Consumed: 52%

3 239

6d ago Consumed: 61%

1 154

6d ago Consumed: 55%

1 348

3d ago Consumed: 46%

711

18h ago Consumed: 48%

2 836

6d ago Consumed: 55%

1 132

4d ago Consumed: 56%

1 340

3d ago Consumed: 56%

674

1d ago Consumed: 45%

2 690

5d ago Consumed: 59%

1 086

2d ago Consumed: 47%

1 159

18h ago Consumed: 54%

663

4d ago Consumed: 40%

2 645

1d ago Consumed: 63%

1 084

6d ago Consumed: 60%

1 123

2d ago Consumed: 55%

549

1d ago Consumed: 43%

2 622

NTM Media (Sweden)

User Needs

Where they want to create lively (and data-informed) conversations about user needs.

– With Kilkaya we can easily switch to a different pair of analytics glasses when looking at our published news from a user needs perspective



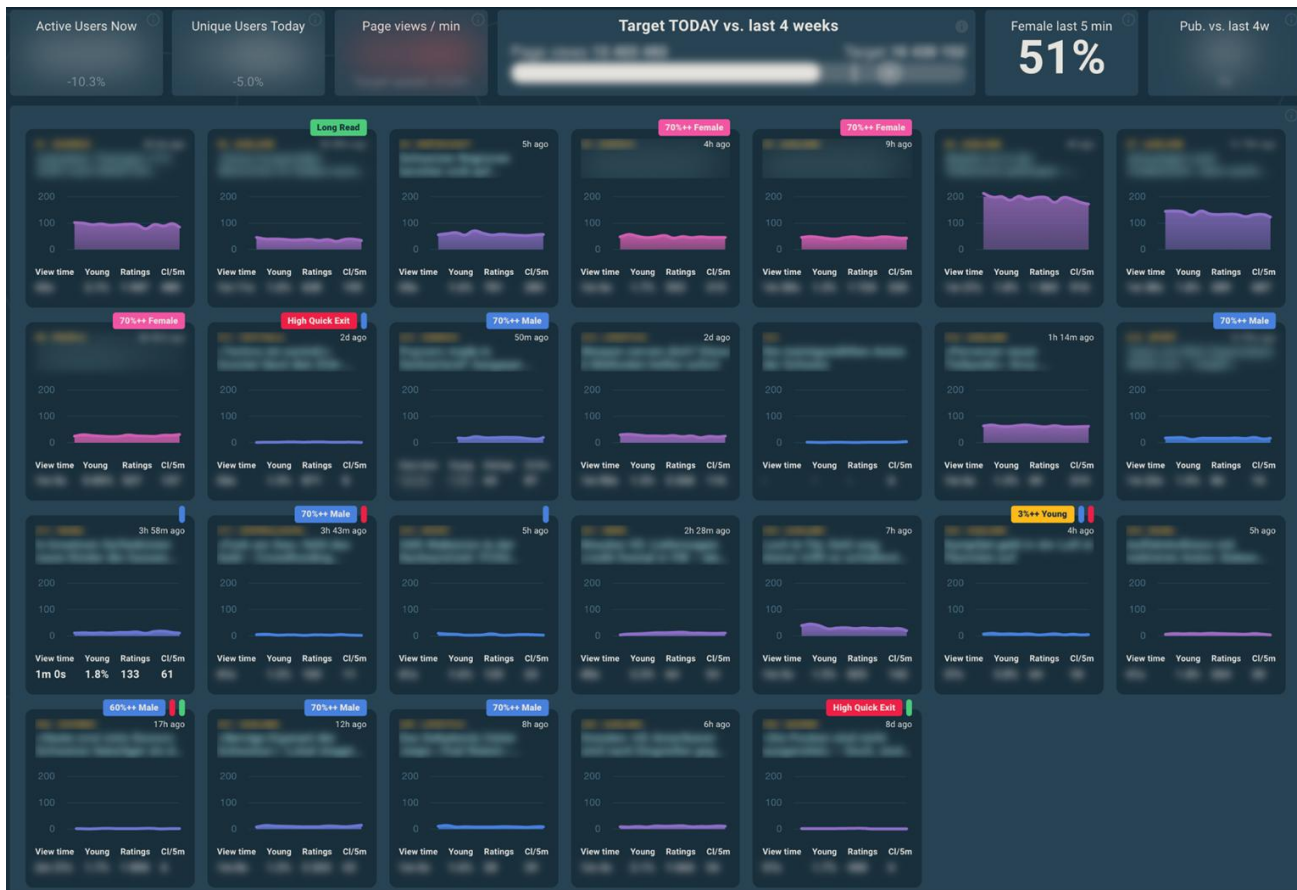
Jens Petterson

Head of Editorial Development,
NTM, Sweden

20min.ch (Switzerland)

Increase female readership

- Colours to indicate male/female
- Tiles to make it visible
- Makes it possible to prioritize stories that resonate with female readers

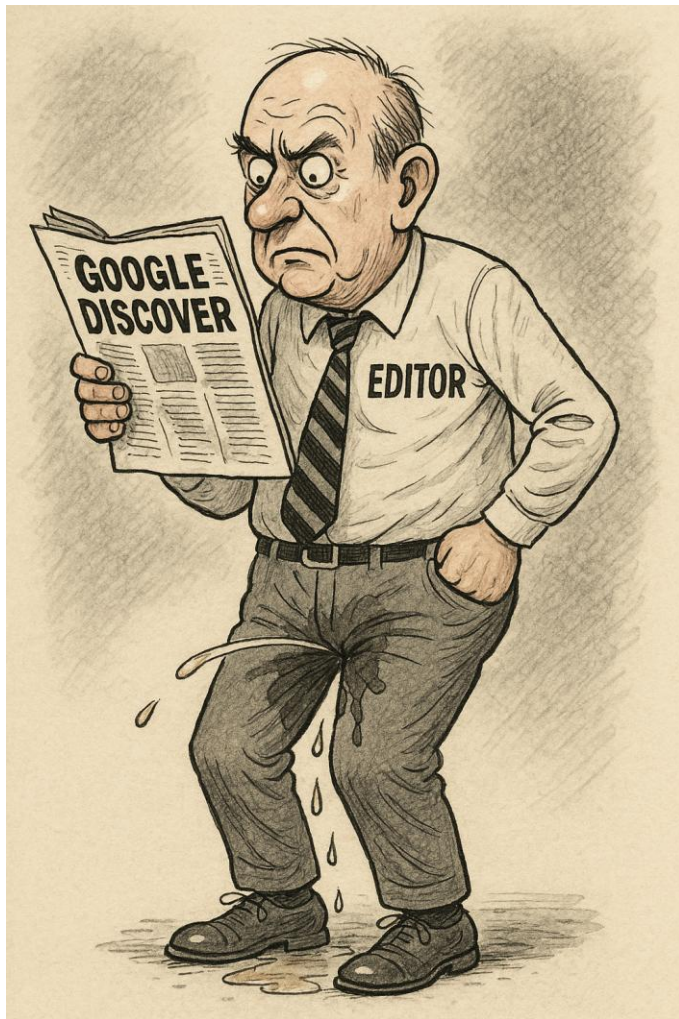


The Challenge Today

You Can't Outsource Loyalty



- Facebook reduced visibility for news links by over 80%
- AI will reduce search traffic
- Google Discover announced AI-generated summaries in Discover previews



The Challenge Today

There's Only One Solution

Even DiscoverSnoop, a tool built specifically to track Discover performance, warns that they don't offer annual plans because they don't know if Discover will still be relevant in a few months.

Betting on Google Discover for sustainable growth is like peeing your pants to stay warm.

The only audience you control is the one that comes to you directly.

Up to 80-90% Direct traffic in the Nordics

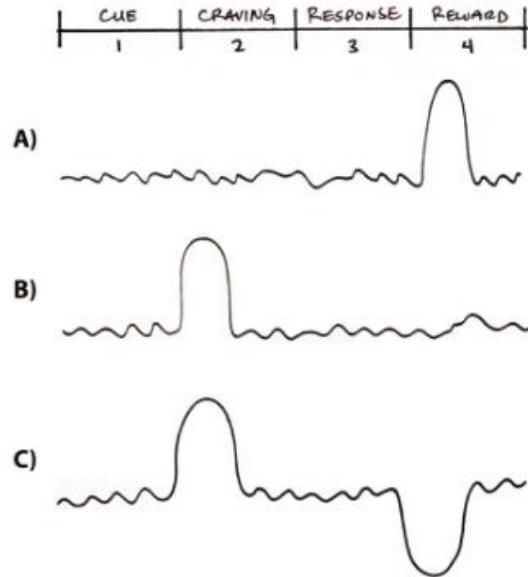
The Experts on Direct Traffic

The Nordics are sometimes dismissed as a “unicorn market” — but the results are built, not magical.

- Long-term decisions that support reader habits
- Frequently updated, and often personalized front pages with high CTR



THE DOPAMINE SPIKE



James Clear: Atomic Habits

How habits form

In the beginning (A), dopamine is released when the reward is experienced.

Over time (B), dopamine begins to rise at the moment the cue is recognized. This anticipation creates a sense of motivation and reinforces the habit.

But when the expected reward doesn't come (C), dopamine drops. The result is disappointment, and over time, the habit may stop altogether.

Social Media Solved This

01

Always something new

Every time you come to Facebook, TikTok or Instagram – you will find something to consume.

02

Personalized

They learn both from what you click and what you don't click.

03

Reward every time

It's a mental "plus" every time – even if you realize they're just finding new ways to waste your time.

04

Addiction

You know where to get your dopamine.



The Pitfalls of Social Media

Blackbox

Journalists lose influence over which topics and stories are highlighted if algorithms simply chase the most popular topics.

→ **if it's difficult to understand, it makes you feel stupid!**

Echo Chamber

Readers may see content that matches their past clicks rather than content editors deem truly newsworthy.

→ **breaking always wins!**

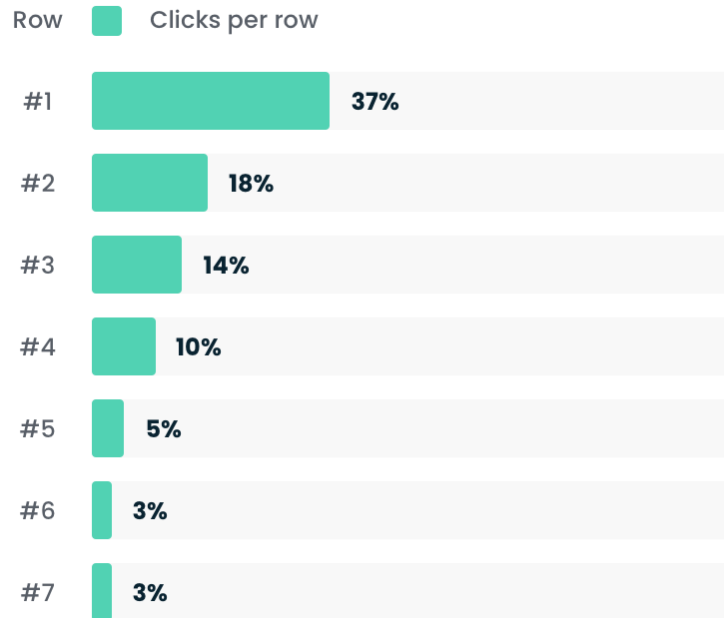


Why Personalization Must Start at the Top

- 80% of front page traffic is concentrated in the first four rows
- Many publishers claim to offer personalisation, but in practice it often means adding a few recommended stories in a handful of fixed positions. In some cases, these recommendations only appear from row 10 and downward.

→ Real impact requires personalization from the very first row

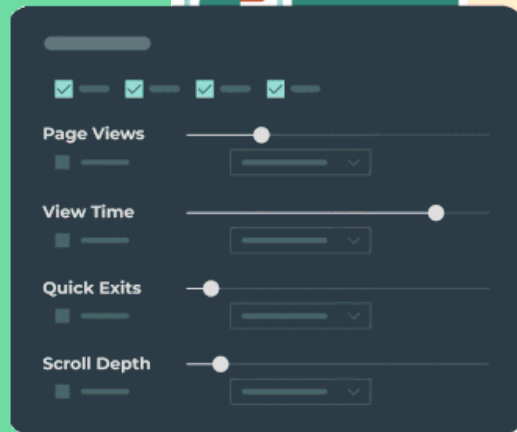
... this also requires a leap of faith!



We Make You Feel Smart

- **Editors choose KPIs and rules – combined in many ways**
- **Results are transparent and easy to understand**
- **Decisions can be refined, and impact is visible right away**

However: Even the best algorithm needs control and manual override



Last Published



Find Article Only Pinned

Last Published: 2025-08-25 22:45

Publish



Refresh Results

	Oljefondet: Utlukker seks...	24
	2h 28m ago finans	Page Views
	Wall Street endte i rødt: Je...	182
	2h 37m ago finans	Page Views
	Trumps lek med sentralba...	2
	3h 2m ago kapital	Page Views
	Norges Israel-politikk: Boi...	30
	3h 39m ago samfunn	Page Views
	Trump om Sør-Korea: - Vi...	3
	3h 44m ago politikk	Page Views
	Goldman Sachs: Peker ut ...	57
	4h ago finans	Page Views
	Trump vil ha krigsdeparte...	10 +
	4h ago politikk	Page Views
	Statsministeren vil ta Spet...	208
	4h ago skatt	Page Views
	Venter skrapebonanza i ta...	199
	4h ago shipping	Page Views
	Svindal om bilkjøpet: - De...	720
	4h ago motor	Page Views
	LO, SV og Rødt: Har pensj...	104
	4h ago samfunn	Page Views
	Molnes: - Kursen blir utro...	30
	5h ago finans	Page Views
	Trosser resultatfall: Deler ...	95
	5h ago energi	Page Views
	Blandet på Wall Street: All...	9
	5h ago finans	Page Views
	Utfordrer Elon Musk	8
	5h ago teknologi	Page Views
	Dolphin Drilling: Tapte 265...	8
	5h ago energi	Page Views

1		Svindal om bilkjøpet: - Det var veldig dumt	4h ago	11 166	1 827
		motor		Page Views	Subscriber Views
2		Wall Street endte i rødt: Jernbaneaksje rett ned - Nvidia skøyt opp	2h 38m ago	2 988	1 438
		finans		Page Views	Subscriber Views
3		Statsministeren vil ta Spetalen	4h ago	3 816	2 701
		skatt		Page Views	Subscriber Views
4		Venter skrapebonanza i tank: «Kan stå foran et historisk skifte»	4h ago	3 805	1 632
		shipping		Page Views	Subscriber Views
5		Ny måling: Borgerlig flertall og Høyre-hopp	5d ago	1 637	694
		politikk		Page Views	Subscriber Views
6		LO, SV og Rødt: Har pensjonssparing i selskaper de vil svarteliste	4h ago	936	393
		samfunn		Page Views	Subscriber Views
7		Hagebonanza i Oslo-markedet: - Helt sinnssykt!	16h ago	208	16
		kapital		Page Views	Subscriber Views
8		Sjeføkonom Kjetil Olsen: Slik kan du bli rik snikende raskt	2d ago	386	70
		finans		Page Views	Subscriber Views
9		Trump mener det kan være en revolusjon på gang	7h ago	2 329	498
		politikk		Page Views	Subscriber Views
10		Stenger fond etter kjempesuksess	10h ago	2 141	790
		finans		Page Views	Subscriber Views
11		Slakter Skatte-Tuva: - Får vondt i magen	6h ago	1 728	1 073
		samfunn		Page Views	Subscriber Views
12		Spetalen spår full krise: - Livsfarlig å investere nå	1d ago	1 844	239
		næringseiendom		Page Views	Subscriber Views
13		Himmelropende tåpelig	1d ago	304	147
		samfunn		Page Views	Subscriber Views
14		Molnes om Trumps aksjekjøp: - Han bryter alle regler hele tiden	7h ago	859	231
		finans		Page Views	Subscriber Views
15		Arabere kupper London	10h ago	852	281
		bolig		Page Views	Subscriber Views

Preview

Mobile Desktop Tablet X

Draft

Published



Svindal om bilkjøpet:

- Det var veldig dumt

Wall Street endte i rødt:

Jernbaneaksje rett ned - Nvidia skøyt opp

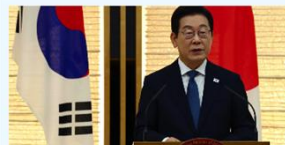
Trygve Hegnar

Statsministeren vil ta Spetalen

Venter skrapebonanza i tank:

«Kan stå foran et historisk skifte»

Ny måling:

Borgerlig flertall og Høyre-hopp**Trump mener**

Article preferences

Pin mode

☒ Fixed ☐ Adaptive ☐ Loose

UnPin Item

Stream score: 95



Title

Trump mener det kan være en revolusjon på gang

Skin

☒ Default ☐ Blått ☐ Svart

Close

Save

Article Only Pinned

Last Published: 2025-08-25 22:45

Publish



	Svindal om bilkjøpet: – Det var veldig dumt	4h ago	10 968	1 794
	motor		Page Views	Subscriber Views
	Wall Street endte i rødt: Jernbaneaksje rett ned – Nvidia skøyt opp	2h 41m ago	2 995	1 440
	finans		Page Views	Subscriber Views
	Statsministeren vil ta Spetalen	4h ago	3 755	2 657
	skatt		Page Views	Subscriber Views
	Venter skrapebonanza i tank: «Kan stå foran et historisk skifte»	4h ago	3 763	1 607
	shipping		Page Views	Subscriber Views
	Trump mener det kan være en revolusjon på gang	7h ago	2 305	491
	politikk		Page Views	Subscriber Views
	Ny måling: Borgerlig flertall og Høyre-hopp	5d ago	1 623	686
	politikk		Page Views	Subscriber Views
	LO, SV og Rødt: Har pensjonssparing i selskaper de vil svarteliste	4h ago	914	384
	samfunn		Page Views	Subscriber Views
	Hagebonanza i Oslo-markedet: – Helt sinnssykt!	16h ago	207	16
	kapital		Page Views	Subscriber Views
	Sjeføkonom Kjetil Olsen: Slik kan du bli rik snikende raskt	2d ago	381	70
	finans		Page Views	Subscriber Views
	Spetalen spår full krise: – Livsfarlig å investere nå	1d ago	1 820	239
	næringselendom		Page Views	Subscriber Views
	Slakter Skatte-Tuva: – Får vondt i magen	6h ago	1 689	1 044
	samfunn		Page Views	Subscriber Views
	Stenger fond etter kjempesuksess	10h ago	2 101	772
	finans		Page Views	Subscriber Views
	Himmelropende tåpelig	1d ago	298	144
	samfunn		Page Views	Subscriber Views
	Arabere kupper London	10h ago	842	274
	bolig		Page Views	Subscriber Views
	Trosser resultatfall: Deler ut 54 millioner	5h ago	1 165	293
	energi		Page Views	Subscriber Views

Venter skrapebonanza i tank:

«Kan stå foran et historisk skifte»

Ny måling:

Borgerlig flertall og Høyre-hopp



Trump mener det kan være en revolusjon på gang



Spetalen spår full krise: – Livsfarlig å investere nå



Slakter Skatte-Tuva: – Får vondt i magen



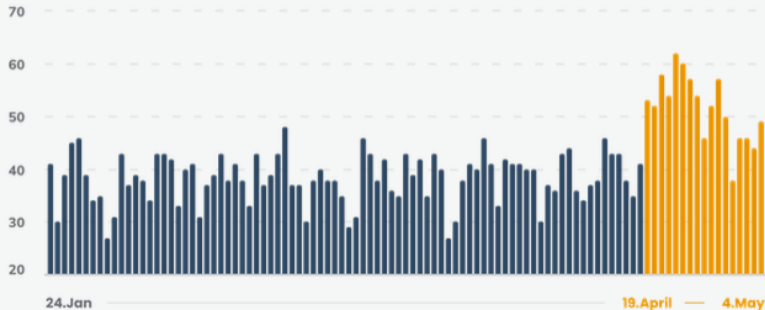
LO, SV og Rødt:

Har pensjonssparing i selskaper de vil svarteliste

Hamburger Morgenpost

Fully Personalized Section page

- mopo.de/sport/hsv
- 39% increase in CTR
- 13% increase in page views per session
- -58% reduction in navigation clicks



CTR BEFORE AND AFTER FRONTSTUDIO

BEFORE 38% CTR to articles AFTER 53% CTR to articles = 39% Increase in CTR

“

FRONT STUDIO GAVE US CONTROL, NOT JUST AUTOMATION [...] WE'RE SHOWING MORE STORIES TO OUR LOYAL READERS, AND WE'RE DOING IT ON OUR TERMS.

– Lars, a leading editor who helped spearhead the initiative.

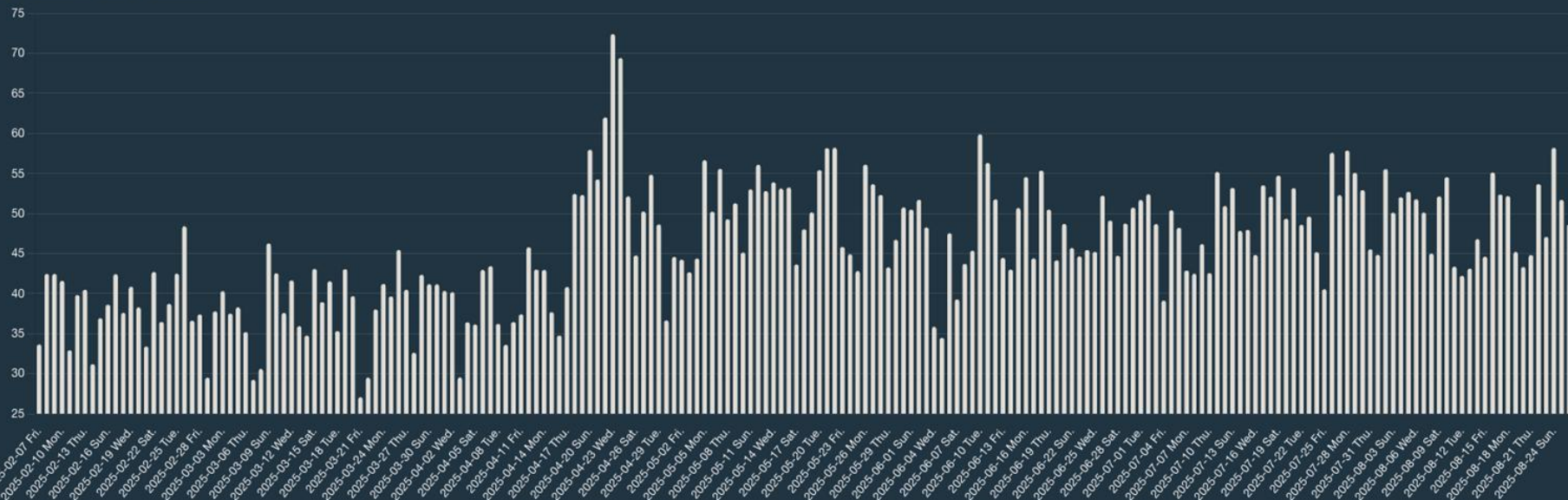
PAGE VIEWS PER SESSION

BEFORE 2.48 AFTER 2.80 = +13% Increase

NAVIGATION CLICKS

BEFORE 24% AFTER 10% = -58% Reduction

CTR to articles per day last 200 days



CASE 2

FINANSAVISEN, TAILORING FRONT PAGES TO SPECIFIC USER GROUPS

With Front Studio, the team created two tailored versions of the front page. One for logged-in subscribers and one for casual visitors. Each version remained under full editorial control. Editors chose the stories, the tone, and the structure, Front Studio just made sure the right user saw the right version.

“With different front pages for subscribers and non-subscribers, we’ve increased front page CTR, saved editorial time, reduced churn, and grown subscriptions. We’re never going back.”

— Jon Trygve Hegnar, Finansavisen

ITAVISEN.NO, THE ALGORITHM NEVER SLEEPS

The site is primarily run by a single journalist. One of the most important effects they saw with Front Studio was that during periods when he wasn't working or publishing new stories, the site previously experienced major drops in CTR. With Front Studio in place, personalization ensures that the top of the page always features something new and interesting. Older articles are automatically recycled and re-ranked for returning visitors, so each visit feels fresh.

This has led to a significantly higher baseline, more stable traffic throughout the week, and an overall higher average CTR (19,6% increase) leading to a jump in daily article pageviews from 34,192 to 43,824.



Frontpage



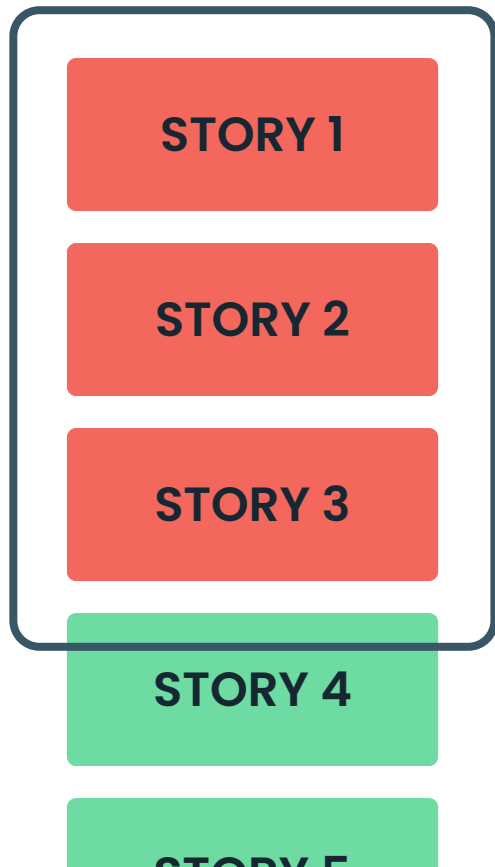
Three examples

A Fresh Front Page

The editors have decided that these stories are the most important stories right now. You can only see 3 stories on your screen without scrolling.

Let's see how this could be changed with informed personalization.

Frontpage



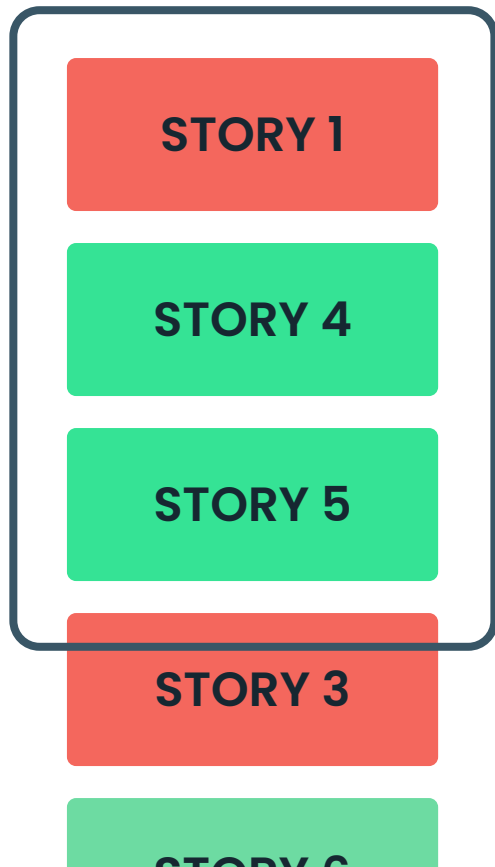
Example 1

– Returning 5 minutes later

Reader 1 has already read or seen the top three stories earlier today.

Returning 5 minutes later, there's nothing new to see. This is clearly a missed opportunity.

Frontpage



Example 1

– Returning 5 minutes later (with personalization ...)

Reader 1 still sees story 1, because it remains the most critical news at the moment.

However, story 2, which holds less significance, is removed, and story 3, though still relevant, is repositioned lower.

Frontpage



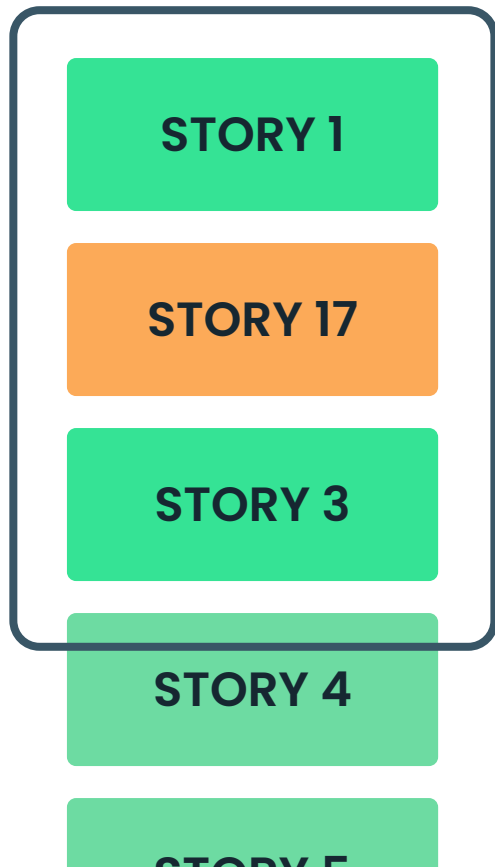
Example 2

– Returning after 8 hours

All the selected articles will be new.

However, we can do better ...

Frontpage



Example 2

– Returning after 8 hours

7 hours ago, the publication released a unique, **high-impact story** that has since moved down to **slot 17**.

The system ensures the most crucial piece (story 1) remains at the top while resurfacing the important, but buried story, on position 2.

This creates a highly tailored, yet editorially sound front-page experience.

Frontpage



Example 3

– High Propensity to Subscribe

Story 93 is from the reader's **favorite section** and has a high conversion rate.

Since the reader has a high propensity to subscribe, they will keep receiving personalized recommendations to drive the conversion.

How The New York Times Incorporates Editorial Judgement in Algorithms to Curate Home Screen Content

A look into how editorially-driven algorithms assist content curation on The New York Times home page.



The NYT Open Team · Follow

Published in NYT Open · 9 min read · Oct 2, 2024



123



2

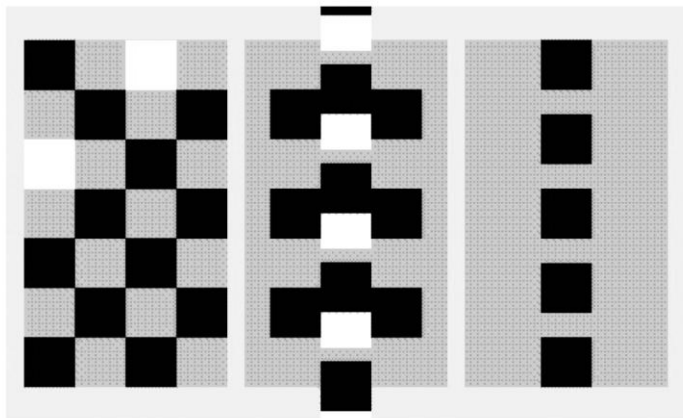


Illustration by Vivek Thakker

Recommended Reading

[Read at the New York Times](#) →

Trusted by the World's Leading Media Brands

IL GIORNO

TAGESSPIEGEL

Finansavisen

Aller

Schibsted

VG

Berlingske 

amedia

DIE ZEIT 

LA NAZIONE

 Fagpressen

Il Sole
24 ORE

NRK

AFTONBLADET

Dagens Næringsliv

Data Analytics in the Newsroom

– 26th August 2025

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